

R E M A R K S

- Claims 1 to 118 are currently pending in the present application.
- Claim 72, an independent claim, has been cancelled herein, without prejudice or disclaimer.
- Upon entry of this amendment, which is respectfully requested for the reasons set forth below, claims 1, 2, 9, 11, 13, 15, 17, 19, 22, 28, 30, 33, 35, 47, 48, 74, and 108 will be the only pending independent claims.

Section 103 Claim Rejection

Claims 1 to 118 stand rejected under 35 U.S.C. Section 103(a) as unpatentable over U.S. Patent No. 5,710,887, filed 8/29/95 and issued 1/20/98 to Chelliah et al. (hereinafter "Chelliah") and, with respect to a subset of claims, Chelliah in view of factual assertions of the Examiner. Applicants respectfully traverse these rejections.

As discussed in the response the previous Office Action, Chelliah does not teach or suggest determining a package to be offered to a customer, in response to detecting that a primary product is of interest to a customer, where the package comprises the primary product and at least one secondary product. Chelliah simply determines a price for a plurality of products selected for purchase by a customer (some of which may be discounted). To make clearer the distinction between Chelliah and the presently claimed embodiments, Applicants have amended the independent claims herein to make more explicit that the package that is determined in response to a detection of a customer's interest in a primary product includes at least one secondary product that is not currently selected for purchase by the customer.

For example, assuming the primary product of interest to a customer is a pair of pants, a package that includes the pants and a matching shirt that is not currently selected for purchase by the customer may be determined. The matching shirt that is included in the package may be considered a suggested purchase to the customer in this example. Thus, in the presently claimed embodiments, in response to detecting that a primary product is of interest to a customer, a package is determined that includes the primary product and at least one secondary product as a

suggested purchase, the at least one secondary product not currently being selected for purchase by the customer. Chelliah does not teach or suggest such a feature. In Chelliah, individual product prices and a total product price (whether including discounts or not) are only determined for products that a customer has currently selected for purchase. There is no teaching or suggestion in Chelliah that a product not currently selected for purchase by the customer may be included in a package that is presented to the customer. The Official Notice taken by Examiner in support of the §103 rejection of a subset of the claims also does not assert that such a features is taught or suggested by the prior art.

Conclusion

For the foregoing reasons it is submitted that all of the claims are in condition for allowance and the Examiner's early re-examination and reconsideration are respectfully requested.

Alternatively, if there remains any question regarding the present application or any of the cited references, or if the Examiner has any further suggestions for expediting allowance of the present application, the Examiner is cordially requested to contact Magdalena M. Fincham at telephone number (203) 461-7041 or via electronic mail at mfincham@walkerdigital.com.

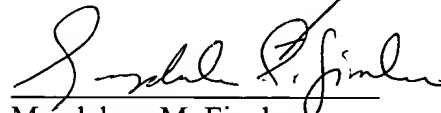
Petition for Extension of Time to Respond

Applicants do not believe any extension of time with which to response to the Office Action is due herewith. However, if an extension of time should be due, please charge the necessary amount for the extension to our Deposit Account No. 50-0271. Please charge any additional fees that may be required for this Response, or credit any overpayment to Deposit Account No. 50-0271.

If an extension of time is required, please grant a petition for that extension of time which is required to make this Response timely, and please charge any fee for such extension to Deposit Account No. 50-0271.

July 29, 2003
Date

Respectfully submitted,



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